

## PUBLIC AFFAIRS AND RECRUITING

- A. **PURPOSE.** A vigorous and well-organized Public Affairs (PA) Program at every level in the Auxiliary is one of the more productive means of recruiting members. It is the Public Affairs Staff Officer, through well-planned publicity by radio, television and print media that brings the Auxiliary in contact with the public through the Public Education classes, Vessel Safety Check Stations, Marine Visits, information booths at boat shows, marine displays, and other public activities.
- B. **PUBLIC IMPRESSIONS.** A first and lasting impression of the Coast Guard and the Auxiliary by the general public is through publicity arranged by the Flotilla Staff Officer for Public Affairs (FSO-PA). A well-organized Flotilla Public Affairs Program is the first step in recruiting new members into the Auxiliary.
- C. **GUIDE.** The following suggestions can help the FSO-PA in accomplishing the duties involving membership recruiting.
  - 1. Work closely with the Flotilla Staff Officer for Personnel Services (FSO-PS). Borrow their copy of *Membership Recruiting and Retention Guide* (COMDTPUB P16794.12series). Chapter III *Recruiting Members* tells you how and where most new members are recruited and what an important part you play in this vital program.
  - 2. Work closely with the FSO-PS (and other FSOs) throughout the entire planning and execution phase of your PA Program. You should function as a close-knit team.
  - 3. When planning publicity for Public Education classes, make certain to obtain the schedule well in advance from the Flotilla Staff Officer for Public Education (FSO-PE). Ensure a name and phone number are available for further information on the classes and about the Auxiliary itself. Radio and TV Spots are very useful. Develop cordial relations with the local radio and TV stations. They may want interviews and/or opportunities to take video scenes for TV. This presents a great opportunity to discuss the benefits of Auxiliary membership. Incidentally, much of these media services are free and come under community service and public announcements.
  - 4. At every Boat Show in your area, set up an information booth to distribute information on PE classes, Vessel Safety Check stations and how to join the Auxiliary.
  - 5. Marine Visits are a good source of advertising. In addition to posters on PE classes and Vessel Safety Checks, ask to put up the *Join The U. S. Coast Guard Auxiliary* posters (ANSC # 3507). You can obtain them from your Materials Officer (MA). Be sure to list the name and phone number of a local contact. The SO/FSO-MA can also provide copies of the *Join the U.S. Coast Guard Auxiliary* pamphlet (ANSC #3023). **IMPORTANT !** Make sure the return reply postcard in the pamphlet has a flotilla contact, perhaps the FSO-PS or FC.

6. Organize a Flotilla Speakers Bureau with your best public speakers available to speak on boating safety to local community groups. These contacts afford excellent opportunities to spread the word to the public on PE, VE, OPS, as well as on membership opportunities within the Auxiliary.
  7. Chapter III of the *Membership Recruiting and Retention Guide* provides the basic reasons why people join the Auxiliary. Remember, we do not want people who just JOIN. We want people who are willing to participate in the flotilla's programs and actively assist in our missions. Prospective members should be informed they will be required to purchase at least the basic working uniform, attend flotilla meetings, and be actively involved in our programs.
  8. Ask the FC and FSO-PS to follow-up on individuals who indicate an interest in joining. Remind them that husband and wife teams (or other family member combinations) are desirable and enhance fun while serving together. Discuss the opportunities for advanced training available to Auxiliary members.
  9. Please remember, there are many jobs in a flotilla. We need people to serve as FSOs and assistants, become involved in support of mission activities, complete administrative tasks, give direct support to the Coast Guard and serve on committees. Most civilian skills are of use in the Auxiliary today.
- D. IDEAS. This guide provides only a few thoughts on how you can assist in the vital mission of recruiting qualified, dedicated and motivated people to be members of the Auxiliary. There are many other ideas. Seek them out. Share them with others.
- E. STAFF COOPERATION. Finally, work with all members of the flotilla staff. Be a working member of the Flotilla Recruiting and Retention Team. Remember you may be the first flotilla member to come in contact with the media and through them, the public. Set the example with a professional demeanor and appearance, as well as your interest and concern for boating safety. You can make a difference in the addition of more students in PE classes, an increase in vessel safety checks and an increase in flotilla membership.

GOOD LUCK AND HAPPY RECRUITING!  
THIS IS THE YEAR TO RECRUIT NEW MEMBERS.  
YOU ARE ONE OF THE MOST IMPORTANT PEOPLE IN MAKING THIS YEAR A  
SUCCESS!